

McNamara Declaration

Exhibit 164

Open Library Design Ecosystem

Typical Users

(Note: We have little hard data on exactly who uses OL, but the following represent our best qualitative guesses. Also, note that the categories can overlap.)

- **Readers:** They use OL like a library, searching for books they want to read, using waitlists, checking out books, saving items on personal lists.
- **Loggers:** They use OL like GoodReads to keep track of what they're reading and are looking to discover new book recommendations
- **Researchers:** They use OL like a book metadata database, using our API's to download and analyze large amounts of book metadata.
- **Librarians & Wiki Contributors:** They use OL like a wiki, using the site's editing features to add new info, correct existing info, and donate their time to improving OL.
- **Moderators & Admin:** They use OL with privileged access to administrative functions, merging and cleaning data, managing users, etc.
- **Developers:** They use OL as a code project, accessing the developer documentation and GitHub account, donating their time and smarts to improving the codebase.

What channels do patrons come from?

- Google search
- Twitter
- Facebook
- Wikipedia
- Archive.org

What features do book lovers want?

- Offline reading (app)

When a patron lands on OpenLibrary.org, what are they trying to do?

1. Find / Discover a book
 - a. By [some combination of] (decreasing order?)
 - i. Title
 - ii. Author
 - iii. Subject
 - iv. Friends / Lists
 - v. Recommendation
 - vi. Full-text
 - vii. Language
 - viii. Identifier

Exhibit
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- b. To
 - i. Read / Borrow
 - ii. Preview
 - iii. Buy
 - iv. Cite
- 2. See their books (i.e. borrows, waitlists, reading log, lists)
- 3. Find a Book Club / Reading Group
- 4. Track book progress
- 5. Set yearly goals
- 6. Read a book
- 7. Do Librarian Tasks
 - a. Edit books (works / editions)

Open Questions

- How (e.g. # clicks?) does a patron accomplish each of these goals?
- What prevents them from being successful?

Similar Services

Service	Home	Book Page	Search
Google Books	Google Books Home	Google Books Book Page	Google Books Search
Goodreads	Goodreads Home	Goodreads Work / Edition	Goodreads Search
Overdrive	Overdrive Home	Overdrive Book Page	Overdrive Search
Librarything	Librarything Home	Librarything Book Page	Librarything Search
Amazon	Amazon Home	Amazon Book Page	Amazon Search
ShelfJoy	ShelfJoy Home Deprecated	N/A	N/A
Better World Books	BWB Home	BWB Book Page	BWB Search
Hoopla	Hoopla Home	Hoopla Book Page	Hoopla Search
Worldcat	Worldcat	Worldcat Book Page	
Bibliogs	Bibliogs Home	Bibliogs Book	
Digital Library	https://www.digitallibrary.io/offline		

https://fivebooks.com			
The Free Library	https://www.thefreelibrary.com/	Free Library Article Page	
World Library	http://worldlibrary.org/		

Analogous Services (spanning multimedia)

- servicedesignbooks.org/browse/
- netflix.com/
- discogs.com/
- imdb.com
- [Rotten tomatoes](https://www.rottentomatoes.com/)
- <https://9to5mac.com/2016/06/13/new-ios-10-music-app-design>

Considerations

- Incremental surprise: While the final result of this design process may look radically different from the current site, we will need to be able to roll out changes slowly and strategically.
- Accessibility: We aim to serve those who require enabling, such as the dyslexic & visually impaired. This should be reflected in language, markup, and visual components, following modern standards.
 - Mobile responsiveness: a more optimized experience for people on phones and tablets, in addition to desktop.
- Device support: As much as possible and practical, we aim to support people on older devices and connected via lower quality networks. We generally don't offer special support for browsers with <2% general usage.

What services do we offer?

- **Reading:** Read / Borrow 3.5M books
 - Audio Reading experience
 - In-browser BookReader experience
 - Offline DRM Epub + PDF
 - Sponsorship
- **Editors:**
- **Logging:** Personal book-reading catalog (Want to Read button)
- **Search:**
 - Full-text Search (across books)
 - Search-Inside
- APIs & Data dumps

Analytics

Devices & Browsers

March 27 - April 2 (5 days) ~2017

Desktop: ~292k

- 175,000 Chrome
- 60,000 Safari
- 40,000 Firefox
- 17,000 IE

Mobile: ~106k

- 60,000 android
- 45,000 ios
- 1,500 windows

Funnel

direct: 45%, google, 35%, archive.org 7%, wikipedia 2%, bing 2%, referrals

Page Components & Mocks

- [Global / Header components](#) and [concepts / wireframes](#)
- [Home Page components](#) and [concepts / wireframes](#)
- [Books Page requirements / components](#) and [concepts / wireframes](#)
- [Search Page requirements / components](#) and [concepts / wireframes](#)

Appendix

Design concept wireframes for new Book (Work+Editions) page from Alex Savakis:

R2: <https://www.dropbox.com/sh/aii0z9j8a4505f1/AABFExKzYJn692IDtQKpWD3la?dl=0>

R3: <https://www.dropbox.com/sh/ygos5y3irmqynf5/AABGuhr2HBxP6V2D6PkyS3PEa?dl=0>

In particular, I think we should consider these designs in R2 as reasonable starting points:

- Description-ClosedState_Details-Ed_List.png
- Description-OpenState_Details-Ed_List.png
- Alternate edition list: Description-OpenState_Details-Ed_Cards.png

Current homepage:

INTERNET ARCHIVE

OPEN LIBRARY

LOG IN / SIGN UP

SUBJECTS
AUTHORS
ADD A BOOK
LISTS
RECENTLY
HELP

One web page for every book. ☐ Only eBooks ☐ Search eBook text

Open Library is yours to borrow, read & compare.

Browse by Category Browse books by popular categories or [explore other categories](#).

Art 38,862 books
Sci-Fi 8,976 books
Fantasy 8,997 books
Biographies 4,050 books
Recipes 4,006 books
Romance 11,491 books

Popular Books Discover *hundreds of books* you're bound to love. (Or see what others are *favoriting*.)

Can You Keep a Secret?
The Night of the Living Dead
It's Not Evidence
Born to Be Wild

Classic Books The World's classic literature at your fingertips. Over 1,000,000 free ebook titles available.

Catullus
The Seats of the Mighty
One of Ours
Eugene Grandet

Recently Returned Here's a sample of recently returned books from the [eBook lending library](#).

Whurr's Song
Mystery
Man City
Michelle Remembers
Rhet's People

Worth the Wait Get on the waiting list for hundreds of popular books

Matilda
Animal Farm
How to Win Friends & Influence People
A Clockwork Orange

Around the Library Here's what's happened over the last 28 days. More [recent changes](#).

4,936,133 UNIQUE VISITORS	21,010 NEW MEMBERS	57,501 CATALOG LOYS	1,045 LISTS CREATED	126,019 EBOOKS BORROWED
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About the Project

Open Library is an open, editable library catalog, building towards a web page for every book ever published. [More](#)

Just like Wikipedia, you can contribute new information or corrections to the catalog. You can browse by [subject](#), [author](#) or [lists](#) members have created. If you love books, why not help build a library?

Developers

If you're even remotely interested in libraries or big data, we encourage you to have a look around the [Open Library API](#).

We welcome any and all patches and data re-use.

Latest Blog Posts

[Celebrating 20 Years of the Internet Archive with an Open Library Feature Romanian - October 24, 2016](#)

[Towards better Epubs at Open Library and the Internet Archive - June 23, 2016](#)

[Not just scanning - Thoreau's Cape Cod - May 7, 2016](#)

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Around The Library

CCN updated Jacin Verduquer/Jean Maragali, 20 de mayo 11 minutes ago

CCN updated Un futuro lleno de esperanza 40 minutes ago

Ben McLaughlin updated Get around the world 10 minutes ago

CCN updated Contra viento y marea 41 minutes ago

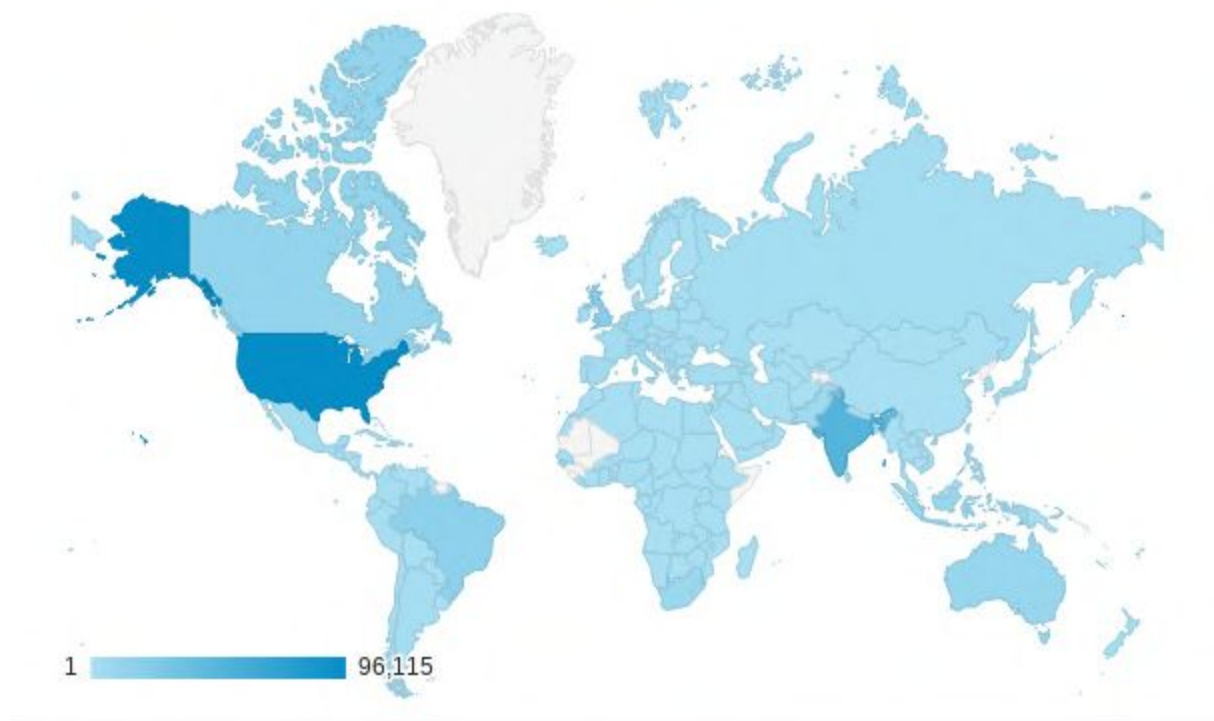
Problem?

Open Library is an initiative of the [Internet Archive](#), a 501(c)(3) non-profit, building a digital library of Internet sites and other cultural artifacts in digital form. Other [projects](#) include the [Wayback Machine](#), [archive.org](#) and [archive-it.org](#).

Your use of the Open Library is subject to the Internet Archive's [Terms of Use](#).

Concepts:

Stats from 2020-07-17



<input type="checkbox"/>	Browser ?	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
		417,154 % of Total: 100.00% (417,154)	416,648 % of Total: 100.00% (416,645)	498,497 % of Total: 100.00% (498,497)	38.45% Avg for View: 38.45% (0.00%)	4.36 Avg for View: 4.36 (0.00%)	00:02:47 Avg for View: 00:02:47 (0.00%)
<input type="checkbox"/>	1. Chrome	259,646 (61.37%)	256,161 (61.48%)	304,137 (61.01%)	37.51%	4.53	00:02:49
<input type="checkbox"/>	2. Safari	84,407 (19.95%)	83,499 (20.04%)	101,972 (20.46%)	40.00%	3.82	00:02:34
<input type="checkbox"/>	3. Firefox	29,738 (7.03%)	29,175 (7.00%)	34,305 (6.88%)	40.51%	3.96	00:02:56
<input type="checkbox"/>	4. Edge	14,330 (3.39%)	14,019 (3.36%)	16,991 (3.41%)	37.72%	4.89	00:03:09
<input type="checkbox"/>	5. Samsung Internet	9,134 (2.16%)	8,629 (2.07%)	10,675 (2.14%)	40.77%	4.78	00:02:45
<input type="checkbox"/>	6. Android Webview	8,428 (1.99%)	8,189 (1.97%)	9,740 (1.95%)	30.75%	4.91	00:02:53
<input type="checkbox"/>	7. Opera	4,717 (1.11%)	4,625 (1.11%)	5,609 (1.13%)	45.21%	3.72	00:02:19
<input type="checkbox"/>	8. Internet Explorer	3,026 (0.72%)	2,954 (0.71%)	3,471 (0.70%)	44.19%	4.73	00:02:33
<input type="checkbox"/>	9. Amazon Silk	2,979 (0.70%)	2,874 (0.69%)	4,267 (0.86%)	25.78%	7.43	00:05:17
<input type="checkbox"/>	10. Opera Mini	1,695 (0.40%)	1,691 (0.41%)	1,893 (0.38%)	50.66%	3.01	00:02:11

Country ?	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	417,154 % of Total: 100.00% (417,154)	416,648 % of Total: 100.00% (416,645)	498,497 % of Total: 100.00% (498,497)	38.45% Avg for View: 38.45% (0.00%)	4.36 Avg for View: 4.36 (0.00%)	00:02:47 Avg for View: 00:02:47 (0.00%)
1. United States	96,115 (23.02%)	95,724 (22.97%)	119,508 (23.97%)	36.14%	4.69	00:03:03
2. (not set)	73,616 (17.63%)	73,761 (17.70%)	89,572 (17.97%)	37.65%	4.47	00:02:54
3. India	49,632 (11.89%)	49,648 (11.92%)	56,532 (11.34%)	40.08%	4.24	00:02:26
4. United Kingdom	18,883 (4.52%)	18,624 (4.47%)	22,970 (4.61%)	37.53%	4.39	00:02:55
5. Brazil	16,126 (3.86%)	16,014 (3.84%)	17,758 (3.56%)	37.22%	3.61	00:02:00
6. Canada	12,968 (3.11%)	12,979 (3.12%)	16,401 (3.29%)	35.02%	4.66	00:02:59
7. Australia	10,371 (2.48%)	10,535 (2.53%)	13,114 (2.63%)	35.50%	4.57	00:03:05
8. Indonesia	9,338 (2.24%)	9,280 (2.23%)	10,436 (2.09%)	33.34%	4.44	00:02:36
9. South Africa	7,905 (1.89%)	7,870 (1.89%)	9,597 (1.93%)	38.11%	4.20	00:03:10
10. Italy	7,050 (1.69%)	6,977 (1.67%)	7,802 (1.57%)	47.80%	3.62	00:01:59

<input type="checkbox"/> Device Category ?	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	417,154 % of Total: 100.00% (417,154)	416,648 % of Total: 100.00% (416,645)	498,497 % of Total: 100.00% (498,497)	38.45% Avg for View: 38.45% (0.00%)	4.36 Avg for View: 4.36 (0.00%)	00:02:47 Avg for View: 00:02:47 (0.00%)
<input type="checkbox"/> 1. desktop	223,329 (52.96%)	219,886 (52.78%)	264,122 (52.98%)	36.85%	4.45	00:03:01
<input type="checkbox"/> 2. mobile	172,018 (40.79%)	171,281 (41.11%)	198,769 (39.87%)	42.26%	3.95	00:02:12
<input type="checkbox"/> 3. tablet	26,382 (6.26%)	25,481 (6.12%)	35,606 (7.14%)	29.04%	6.03	00:04:20